

# SEARCH ENGINE ROUNDTABLE

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## Google: Making Quality Links Is Against Google's Webmaster Guidelines

Oct 3, 2018 • 7:29 am | [\(60\)](#) by [Barry Schwartz](#)   | Filed Under [Google Search Engine Optimization](#)



Google's John Mueller said in a [Google Webmaster Help](#) thread that making quality links is against their Google webmaster guidelines. He said "if \*you're\* making quality links to your site, then that would be considered against our [webmaster guidelines](#), and by that, those links would definitely not be considered "quality"."

Google wants natural links, links you do not go out specifically and "make." If you make links than by definition, those links are not natural and thus against

Google's guidelines.

Of course, Google's link building guidelines have evolved over the years and Google is way more strict about what is classified as a natural link versus what is not.

So be super careful when you hire an SEO who does link building.

Forum discussion at [Google Webmaster Help](#).

Update: More from John on this later today:



**CURRYWURST GTI** @ingobousa · Oct 3, 2018

Replying to @bill\_slawski @JohnMu

I still find it bizarre that G have no interest in a clear acknowledged value differentiation between 'reclaimed/made legitimate deserved link' and 'engineered non-deserved link'. There's a difference you see? And the link graph is already ruined anyway by the no-follow bonanza.



**John**   
@JohnMu

What's the difference between those that you legitimately make, and those that you make undeservedly, @ingobousa ? (not trying to be snarky; I want to understand where you see the difference & if we can make things clearer)

8:43 AM - Oct 3, 2018

8 See John 's other Tweets

Previous story: [Daily Search Forum Recap: October 2, 2018](#)

60 Comments Search Engine Roundtable

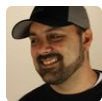
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OR SIGN UP WITH DISQUS **Mike Haley** • 8 days ago

The idea of link building is more vague now than ever. We often suffer from dilemma as there are some misinformation or some bad explanation. Due to it's policy Google will not clearly say anything about their algorithm. As long as I am concerned, "when you have something good to offer you can get something in return".

Here is a blog I have written on 'Technical On Page' <https://www.mandmmultimedia...> If anyone have something new to add, I would definitely add his website as a credit or recognition. In the opposite scenario, I would expect the same. What would that be? Natural or unnatural?

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**villadbandung** • 15 days ago

This info really helped me, thank you I will try to find a quality and natural backlink

^ | ▾ • Reply • Share ›

**Sergey Lucktinov** • a month ago

Never in my life I've seen a site that ranks for good keywords without having any links... So, in order to rank well in Google you need links. Since asking for links to your AWESOME content is against TOS, you need to wait until that content starts ranking, but it doesn't because it has no links.... Can someone explain how will people link to your content organically if your content is not showing in Google because it doesn't have any links?

1 ^ | ▾ • Reply • Share ›

**tun-radio.com** • a month ago

who can explain us what a "natural links" by google

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**Ravinder Sharma** • a month ago

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